OREGON DEPARTMENT OF AGRICULTURE

Branding Guidelines

Protect. Promote. Prosper.

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Reasons for Using this Manual

This manual contains guidelines to properly and consistently use the Oregon Department of Agriculture's brand story, key messages, logos, colors, typography and photography.

It is not designed to inhibit creativity or expression but rather provide a solid, standardized foundation upon which all programs can build their marketing and communications creative material.

Note: all translated materials need to follow these same guidelines.

Glossary of Terms

Clear Space—Also referred as "protected space" and "non-interference zone," this is the amount of space around a logo within which no other graphic elements are allowed. This ensures legibility and protects the integrity of the logo.

Grid—A grid system is a set of measurements a graphic designer can use to align and size objects within the given format. Grids establish a meter and rhythm and are not just about squares but creating proportion.

Tagline—A short, memorable description that easily communicates our brand message.

Accessibility—A design and communication process where the needs of people with disabilities are specifically considered.

Bleed—Bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

Live Area—A safe zone for important text or images.

Typography:

Type—Any font or text such as body copy, headlines, quotes and callouts.

Font size (pt)—A font is often measured in pt (points). Points dictate the height (size) of the lettering. There are 72 points in one inch.

Leading (pt)—In typography, this refers to the amount of vertical space added between lines of text. It is also measured in points.

Open Source—A decentralized development model that encourages open collaboration. Depending on the license terms, open source usually translates into free to use, modify, and redistribute.

File Formats:

.ai (Adobe Illustrator)—This file type is vector which is infinitely scalable. It is used by designers and print vendors.

.jpg (Joint Photographic Experts Group)—This is a raster file type. It can be opened and used by anyone.

.png (Portable Network Graphics)—This is a raster file type that allows for the background of the image to be transparent.

Color:

CMYK—Often referred to as four-color processing (4cp), this is a printing process that uses cyan (C), magenta (M), yellow (Y), and black (K). CMYK is the preferred method for all print materials.

RGB—It is the color space used for on-screen applications and virtually anything digital. RGB combines red, green and blue to produce an array of colors and is usually more vibrant than CMYK.

PMS (Pantone Matching System)—Used in offset printing, when you are printing a limited run of colors and need color accuracy. PMS color codes should be sent to signage and promotional marketing suppliers.

01

Brand Language

one
purpose

one
message

Manifesto

It's the apple in your daughter's backpack. And the soil, water and opportunities her grandchildren will inherit.

It's as vast as the oceans that Oregon wheat, berries and livelihoods travel. And as microscopic as a suspect bacteria.

It's knowing there's actually a gallon in that gallon at the gas pump. And those eggs inside the carton are safe to scramble.

It's about fertile fields, fresh fruits and steak, medium rare. And ranges from mud caked boots to sterile clean rooms. Fighting for bees and battling invasive species.

Yeah, we wear a lot of hats. Not all of the beat-up, sun-bleached variety.

We're the Oregon Department of Agriculture. 400-plus passionate folks juggling 1 epic to-do list.

Officially, we educate, advise, inspect, enforce, certify, market, advocate and the list goes on. In short, we ensure Oregon's rich harvest gets safely and efficiently to those who love it. And yields a sustainable living for those along the way.

It's the least we can do for the farmers, ranchers, packers, fishers, wranglers and early risers who've made "grown in Oregon" speak volumes worldwide.

This being Oregon, there's something more. While others see success in today's terms, we're tasked with higher duty: our tomorrow. And the next day.

So, we view things through a wider lens. Ensuring that everything done today safeguards our clean water, fertile soil and ripe abundance for generations to come.

After all, apples and daughters and backpacks are forever. As long as we, all of us at ODA, can help it.

Oregon Department of Agriculture.
Protect. Promote. Prosper.

Tone

We prepare our public writings in language that is as clear and as simple as possible. It should strive to retain a plain spoken manner, while fostering inspiration and appreciation.

Its tone will be personable and genuine with a focus on being knowledgeable and helpful.

Voice

Highly competent but communicating in plain language. Use direct wording that is accessible for most people.

Credible and approachable, but highly steeped in knowledge of the state's agricultural industry and its resources.

Straightforward and to the point, especially in situations regarding regulation and enforcement.

Acutely aware of the evolving agricultural industry that is becoming increasingly more tech-savvy (modern information, opportunities and technologies), despite the old school nature of the iconography that historically surrounds it.

Part of a larger team. Each employee as well as each program are part of the larger whole of ODA—and ultimately work in service to the people of Oregon.

Distinctly without an agenda beyond the *"Protect. Promote. Prosper."*

Core Values

Honesty, integrity, and fairness

Diversity, equity, and inclusion

Respect for people and property

Practical collaborative approaches to problem solving

Science-based approaches: technical and professional competence

Transparency

Quality customer service

Mission

Ensure healthy natural resources, environment, and economy for Oregonians now and in the future through inspection and certification, regulation, and promotion of agriculture and food.

Vision

The Oregon Department of Agriculture remains able to serve the changing needs of Oregon's diverse agricultural and food sectors to maintain and enhance a healthy natural resource base and strong economy in rural and urban communities across the state.

02

Logo

that first
impression
is everlasting

Anatomy and Orientations

Our logo is considered a combination mark. It consists of a a graphic (the "O mark") and type (the "name"). The two elements work together and should not be separated.

Choose the logo orientation that works best for the application. There is no preference for using a horizontal logo over the vertical version.

See page 14 for very limited situation alterations.

O mark

OREGON DEPARTMENT OF AGRICULTURE

Word mark

VERTICAL LOGO

OREGON DEPARTMENT OF AGRICULTURE

O Symbol: Meaning

Sun

As the most important source of energy for life on Earth, the sun in our logo represents hope and optimism as we move into our future—both as an organization and as a people.

Yellow represents: eastern Oregon, fields of wheat, sun

Leaves

The green leaves depict growth, longevity, hope, renewal, and rebirth.

Green represents: the fertile Willamette Valley, growth

Water

The water is pure, energizing and a continuous cycle. It is tied to transformation, motion and life.

Blue represents: Oregon's open waters, fishing, rivers, lakes, rain

Circle

These elements come together to form a circle. This represents the "O" in Oregon, our planet, wholeness, the infinite, eternity, timelessness.

This circle reinforces the logo, our state and used as a brand element.

Color Variations

Full-color logo

(Strongly preferred)

The full-color logo is the preferred logo as the color within the mark informs the shapes—blue for water, green for leaves and yellow for sun. Without the color, the logo may loose it's meaning.

✅ Use either the horizontal or vertical version

✅ A white background is preferred

Grayscale logo

Use this version when color is not available.

White and black logos (limited use)

Only use a one-color logo when there is no other option. An example is a low-cost sticker, brightly colored t-shirts, or promo items such as pens.

Standard and Minimum Sizing

Recommended sizing

Use this as a guide for collateral including flyers, forms, brochures and postcards (Word mark font size is 12 pt.)

OREGON DEPARTMENT OF AGRICULTURE

2.35" wide

OREGON DEPARTMENT OF AGRICULTURE

1.45" wide

Minimum sizing

The minimum size for each logo is listed below (Word mark font size is 9 pt.):

OREGON DEPARTMENT OF AGRICULTURE

1.75" wide

OREGON DEPARTMENT OF AGRICULTURE

1" wide

OREGON DEPARTMENT OF AGRICULTURE
WEIGHTS AND MEASURES
Security Seal #   011081
DO NOT CUT OR REMOVE

Restricted situations

To ensure legibility, the minimum size font size for the logo is set at 9 pt. If for any reason, the minimum size logo does not fit on your material, contact the communications team for the best solution.

Oregon Department of Agriculture
1 hour · 🌐
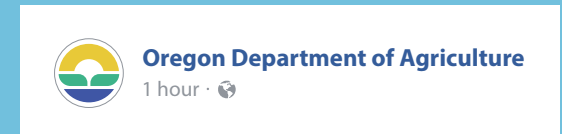
Social media, etc...

In limited situations, where the name "Oregon Department of Agriculture" is near the O mark, they can be separated. Examples include social media, favicons, and retractable lanyards.

Clear Space

To maintain a clean appearance, a clear space has been established for the logo.

General-use

Type, images and other design elements should not violate the logo clear space.

For a minimum amount of clear space, use the **height** of one leaf, on all sides of the logo.

Sub-branding/tagline

For program names, use the **height** of one leaf as your guide. Maintain and do not exceed this consistent distance from the logo.

Only one program name **or** tagline may appear under the logo. Program name or tagline must also not exceed (in width) an additional leaf's width past the logo.

Background Colors

The preferred option is a color logo on white.

Black and dark navy are also approved background colors for the color logo. Note: word mark is white.

Any other colored backgrounds should use the white or black logo for proper color contrast.

OREGON DEPARTMENT OF AGRICULTURE

OREGON DEPARTMENT OF AGRICULTURE

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OREGON DEPARTMENT OF AGRICULTURE

OREGON DEPARTMENT OF AGRICULTURE

Logo with Text

The horizontal logo generally looks better next to left-aligned text. The vertical logo generally looks better next to centered

LEFT ALIGNED TEXT + HORIZONTAL LOGO

Maximint quaes eaquae. Optaturibus eturecabo. Atiur sequo quunt am, erum int is por andanis del is sus sandio magnam.

CENTERED TEXT + VERTICAL LOGO

Maximint quaes eaquae. Optaturibus eturecabo. Atiur sequo quunt am, erum int is por andanis del is sus sandio magnam.

Logo with Partners

Give equal importance (visual weight) to all partner logos and adequate clear space.

Logo Usage

Unapproved, inconsistent use of the logo weakens the brand identity. Always use original Oregon Department of Agriculture artwork. It should never be edited, recreated or combined with other graphic or typographic elements. The preferred use is the full-color logo on a white background.

Do not recreate or imitate the logo.

Do not distort the logo artwork by horizontally or vertically stretching it to fit an area. Hold 'Shift' to properly scale.

Do not reconfigure the logo.

Do not break the relationship between the logo mark and the word mark.

Do not change the color of the logo.

Do not add a drop shadow or special effects.

Do not violate clear space.

Do not place logo over photography.

Grayscale logo should always be on a white background.

Do not add a stroke or outline to the logo artwork.

Do not use low-resolution logo artwork or artwork that was created by scanning from another source.

Only the Communications team may determine special-use scenarios.

Logo should only appear over approved color backgrounds.

Do not use a three-color version of the logo. (Text should be shown in <u>dark</u> *blue.)*

Only seperate the O mark in limited-use situations and when ODA's presense is clear.

Logo Formats

Use an .AI (Vector) format:

- Print pieces (such as brochures, direct mail, and flyers)

- Print advertising

- Television media

Use a .JPG or .PNG format:

- Websites and digital

- Microsoft Word and Excel documents

- Microsoft PowerPoint presentations

Resizing the logo on your computer:

When a .JPG or .PNG logo is inserted or placed into a document, it should not be enlarged as quality will be compromised.

Inserting Logo into Microsoft

1. Place the flashing cursor at the point in the document where you want the logo to be.

2. Choose "Insert" at the top menu bar.

3. Click on "Picture" then "From file." A window will open and you can then navigate to pick the logo you need.

4. Choose the logo, then click on "Insert."

When adjusting the logo size remember to <u>hold down the shift key</u> and drag only the corner "handles" of the image so that the proportions are maintained.

Logo Naming

All logo artwork have been assigned clear file names. The naming structure includes the information necessary to identify the logo format, color, file type, etc.

1. **Company name abbreviation**
   ODA

2. **File type**
   Logo

3. **Format**
   Horz=Horizontal
   Vert=Vertical

4. **Color**
   CMYK=Printing
   RGB=Digital, screen use
   PMS=Offset printing
   Grayscale
   Black
   White

5. **File format**
   ai - Illustrator
   jpg - pixel art
   png - pixel art for
   transparent background

ODA_Logo_Horz_PMS.ai
1   2   3   4   5

ODA_Logo_Vert_RGB.
1   2   3   4   5

ODA_Logo_Horz_Black.
1   2   3   4   5

03

Brand Elements

the building blocks of strong branding

ABCDEFont

Our brand font is Overpass *(not to be confused with Overpass Mono)*

⬇ **Download** (Google Fonts)

Brand Font

Why Overpass?

It is a highly legible* font.

With 16 styles, this robust font family suits all of the department's typography needs without needing a second font family.

It's sharp, angled features pair well with the logo font (Astoria Bold).

Overpass is an open source font inspired by Highway Gothic, a highly legible font used for traditional highway signage. Created by Delve Fonts on commission from Red Hat, Inc. Red Hat has generously made the Overpass family freely available.

OREGON DEPARTMENT OF AGRICULTURE

Overpass Black

OVERPASS BLACK–ALL CAPS

Hello. Onest, sequam excerit et veresen dandae quati verovid minihilique niendiciet et laboremque nit. Q*uia simagnit, omnimus aborrum qui doluptasi.*

LOGO FONT

L I
K

OVERPASS

I I
k
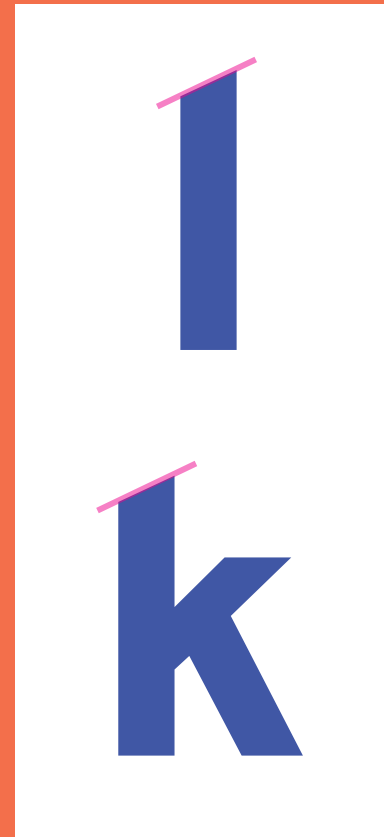
STYLES

Black
Black Italic
Extra Bold
Extra Bold Italic
Bold
Bold Italic
SemiBold
SemiBold Italic
Regular
Regular Italic
Light
Light Italic
Extra Light
Extra Light Italic
Thin
Thin Italic

Font Styles

✔ Start with these styles

✔ Headline & Subhead **Black**	***Black Italic***	**Extra Bold**	***Extra Bold Italic***
✔ Subhead **Bold**	***Bold Italic***	SemiBold	*SemiBold Italic*
✔ Body (on color) Regular	*Regular Italic*	✔ Body (on white) Light	*Light Italic*

⚠ Special-use only (like invitations). Minimum font size is 12 pt.

⚠ Extra Light	⚠ *Extra Light Italic*	⚠ Thin	⚠ *Thin Italic*

System (pre-installed) Font

Keep in mind, Overpass can be installed on any computer and used for many things including Word and PowerPoint. Please consider using Overpass whenever possible.

When to use a system font:

- ✔ Email campaigns and email signatures

- ✔ PowerPoints being displayed on external devices when you have limited control over font choices

Arial

Building Type

Overpass Black
22pt, 24pt leading
Title case
Blue color

Gitasseque Vitiam Endaece eos Culparibus.

Overpass Black
12pt, 14pt leading
All caps
Gray color

SUBHEAD GOES HERE

Overpass Light
12pt, 14pt leading
Sentence case
Gray color

Ehendust earuptam nonse dolupta parciae ssecaborem qui od miniaera que core nonectore excea inciani hiciduciur sitas assequa tiassim untem volutem es eos deliquae nullignatam quo beaquidunt offictem cullandia nonestin erum volo berovit iundae.

Circle bullets to mimic logo shape
Wingding 009F

- Use hanging bullets so copy is indented properly

- Use hanging bullets so copy is indented properly

Hiciduciur sitas assequa tiassim untem volutem es eos deliquae.

Overpass Bold

Visit **Oregon.gov/ODA**

✅ **Place <u>type</u> and <u>logo</u> on a solid background**

✓ Good readability

✓ Simplicity and focus

✓ Accessible

❌ **Not over imagery**

Real success is finding your lifework in the work that you love.

– AUTHOR NAME

Alignments: rectangular shape
Quote marks: Overpass Black, 123 pt
Quote: Overpass Black, 40pt, 43pt leading
Author: Overpass Regular, All Caps, 12pt, 14pt leading

Typography: Address Block

Address blocks are used on many communications pieces. Minimum font size is 9 pt, 10.8 leading. Follow these guidelines:

Overpass Black —— **Internal Service and Consumer Protection Programs**

Overpass Regular —— 1207 NW Naito Pkwy, Ste 204
Portland, OR 97209-2832 USA

Overpass Bold, All caps* —— **PH:**   503.568.5896
CELL: 971.458.2145
FAX: 503.215.8654

Overpass Regular —— Oregon.gov/ODA

Use these descriptors (PH:, CELL:, FAX:) if address block has multiple phone numbers.

Agricultural Water Quality Program
635 Capitol St, NE, Salem, OR 97301-2532
503.986.4767 | Oregon.gov/ODA

Vertical bar is Arial Regular

Style Guide

- Proper abbreviations: St, Ste, NE, W, OR

- Full Zipcode: 97209-2832

- Dots in between numbers: 503.000.0000

- Websites: Oregon.gov/ODA, ODAnews.wpengine.com

- Separation element (two spaces + Arial Regular vertical bar + two spaces): (503) 986-4767 | Oregon.gov/ODA

- Descriptors for multiple numbers: PH:, CELL:, FAX:

Tables

FIRST NAME	
LAST NAME	
COMPANY	
ADDRESS	
STATE	ZIP CODE
PHONE	
EMAIL	

Table Header Goes Here		
Nemqui ulpa	Simpos vel ipit que maximus	Et volorro quatur sin expere
Perias autem	Doluptaspiet estempo ratquo	Temporent, tem estrum dene
Ipsum iusapid	Optatibus est qui dolorro et ra diciet	Essecearum et aut ut vollaceprate
Nemqui ulpa	Simpos vel ipit que maximus	Et volorro quatur sin expere
Perias autem	Doluptaspiet estempo ratquo	Temporent, tem estrum dene
Ipsum iusapid	Optatibus est qui dolorro et ra diciet	Essecearum et aut ut vollaceprate

Table Header Goes Here		
Nemqui ulpa	Simpos vel ipit que maximus	Et volorro quatur sin expere
Perias autem	Doluptaspiet estempo ratquo	Temporent, tem estrum dene
Ipsum iusapid	Optatibus est qui dolorro et ra diciet	Essecearum et aut ut vollaceprate
Perias autem	Doluptaspiet estempo ratquo	Temporent, tem estrum dene

Aligning Logo to Type and Graphics

Vertical alignment (above)

By aligning copy and other elements with the logo we create structure and organization in layouts. Align to the edge of the O mark.

OREGON DEPARTMENT OF AGRICULTURE

Horizontal alignment

Align copy and other elements to the baseline of "Agriculture". Use for Address blocks, URL, tagline and other copy elements.

Vertical alignment (below)

Left align tagline and program name to the word mark. Maintain consistent clear space.

Maintain or exceed clear space, see page 15.

Tagline

A tagline is the most compact statement of the value a business or organization delivers. Our tagline is "Protect. Promote. Prosper."

Specifications

- Font: Overpass Italic

- Keep on one line

- Color: Dark Blue

- Always include periods

- Near logo: do not exceed font size in logo

- In copy: use the same font size as surrounding body copy

- Refer to clear space rules for placement under the logo

Protect. Promote. Prosper.

1-line

KEEP ON ONE LINE

❌ *Protect. Promote. Prosper.*

USE OVERPASS ITALIC

❌ **Protect. Promote. Prosper.**

Tagline Examples

The tagline is a flexible brand element.

See page 15 for guidelines on placing tagline under logo.

OREGON DEPARTMENT OF AGRICULTURE

Protect. Promote. Prosper.

Body copy: Overpass Regular, Gray
Tagline: Overpass Italic, Dark Blue
Keep tagline on one line

Volenda aut quibearuntem facipsam ut maximusam, sernatu reptati onsequam, utendae voluptis nonesecum ipidi bla con eossit, licilibus, corerae caestem accus. *Protect. Promote. Prosper.*

Program Names

Program names can be on one or two lines (although short program names do not need to be two lines.) Pick the best format for the situation. For a two-line program name, refer to the suggested line breaks below:

Specifications

- Font: Overpass Black
- Color: Blue
- If near logo: do not exceed font size in logo
- Minimum font size, 9 pt
- Ideal font size, 12 pt
- Title case
- Refer to clear space rules for placement under the logo

Food Safety & Animal Health Programs	**Commodity Inspection Program**	**Plant Protection & Conservation Programs**
Animal Health Program	**Farm to School Program**	**Hemp Program**
Animal Identification Program	**Plant Health Program**	**Insect Pest Prevention & Management Program**
Commercial Animal Feeds Program	**Produce Safety Program**	**Native Plant Conservation Program**
Food Safety Program	**Seed Regulatory Program**	**Invasive Noxious Weed Control Program**
Internal Service & Consumer Protection Programs	**Shipping Point Inspection Program**	**Nursery & Christmas Tree Program**
Laboratory Services	**Specialty Crop Block Grant Program**	**Administration**
Licensing Program	**Natural Resource Programs**	**Communications**
Metrology Lab	**Agricultural Water Quality Program**	**Financial Management**
Motor Fuel Quality Program	**Confined Animal Feeding Operations (CAFO) Program**	**Human Resources**
Procurement	**GIS Program**	**Information Systems**
Weights & Measures Program	**Pesticide Analytical & Response Center (PARC)**	**Legislative Coordination**
Market Access & Certification Programs	**Pesticides Program**	
Agricultural Development & Marketing Program	**Fertilizer Program**	
Certification Program	**Smoke Management Program**	
Commodity Commission Oversight Program	**Soil & Water Conservation Districts (SWCD) Program**	

Program Names

Program names are usually placed under the logo or with an address/information block of copy.

OREGON DEPARTMENT OF AGRICULTURE

Internal Service and Consumer Protection Programs

Agricultural Water Quality Program
635 Capitol St, NE, Salem, OR 97301-2532
503.986.4767 | Oregon.gov/ODA

Colors: Primary

Blue

PMS	2726 c
CMYK	85/75/0/0
RGB	65/86/166
Hex	4156a6
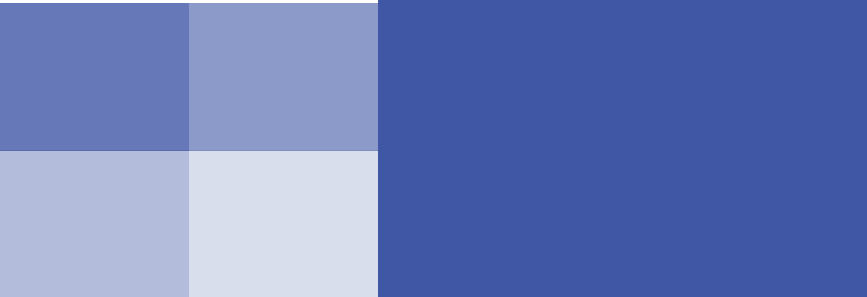
USES: Unrestricted. Best option for headlines and subheads with a white background. Use for program names.

Green
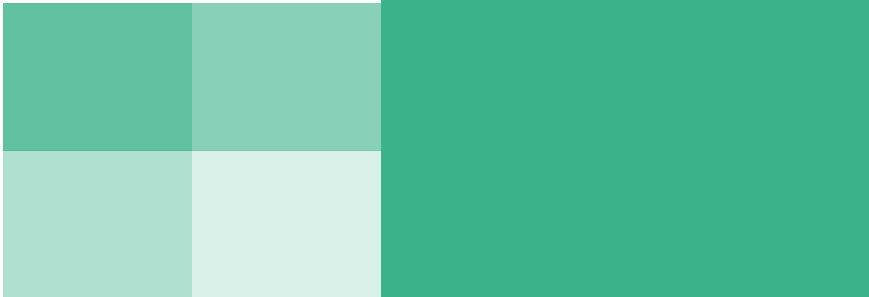
PMS	2414 c
CMYK	70/5/60/0
RGB	71/178/137
Hex	47b289

USES: Unrestricted.

Yellow
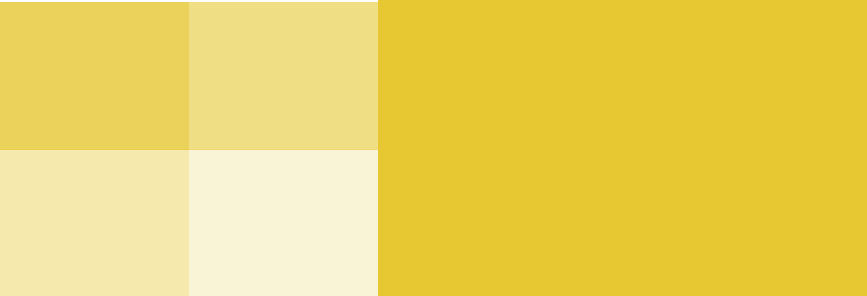
PMS	122 c
CMYK	10/17/90/0
RGB	233/201/57
Hex	e9c939

USES: Unrestricted.

Dark Blue

PMS	282 c
CMYK	90/85/50/60
RGB	25/26/51
Hex	191a33
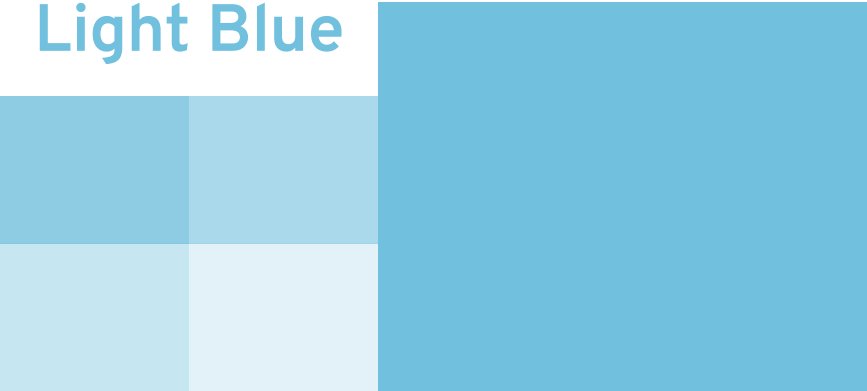
USES: Unrestricted. Use for tagline.

Colors: Secondary

Light Blue
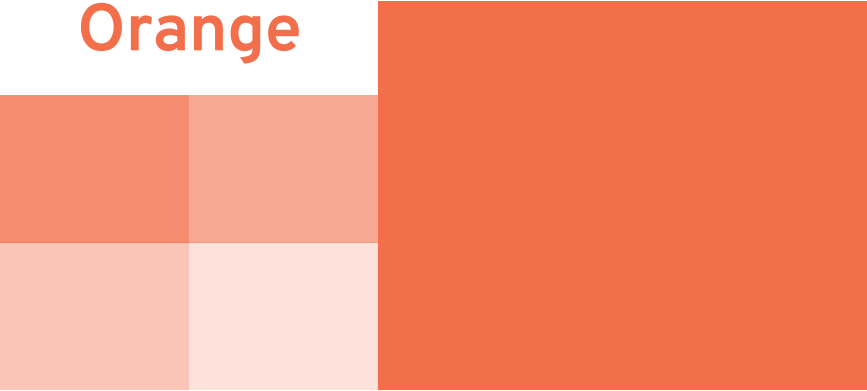
PMS	2915 c
CMYK	52/8/8/0
RGB	115/191/220
Hex	73bfdc

USES: Unrestricted. Consider using all three blue colors together in illustration.

Dark Green

PMS	568 c
CMYK	90/47/60/35
RGB	10/84/82
Hex	0a5452

USES: Unrestricted. Consider using in combination with Green.

Orange

PMS	1645 c
CMYK	0/70/75/0
RGB	243/112/75
Hex	f3704b

USES: Unrestricted. Consider using in combination with Yellow.

Gray

PMS	426 c
CMYK	0/0/0/90
RGB	65/64/66
Hex	414042

USES: Use for body copy.

Colors: Secondary

Red
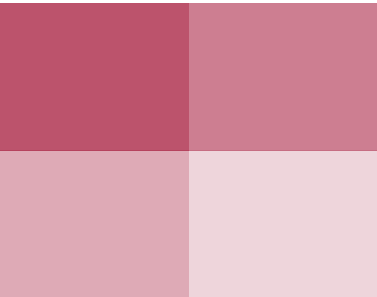
PMS	193 c
CMYK	25/95/65/12
RGB	172/45/72
Hex	ac2d48

USES: Consider using with Purple and as a call-to-action color.

Purple
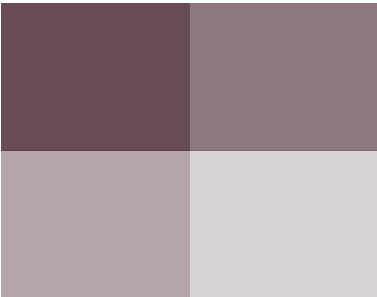
PMS	690 c
CMYK	55/80/55/60
RGB	68/35/48
Hex	442330

USES: Consider using with Red.

Black
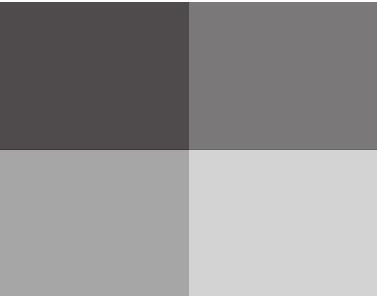
PMS	Black c
CMYK	0/0/0/100
RGB	0/0/0
Hex	000000

USES: Limited/special use. Use as t-shirt color.

White
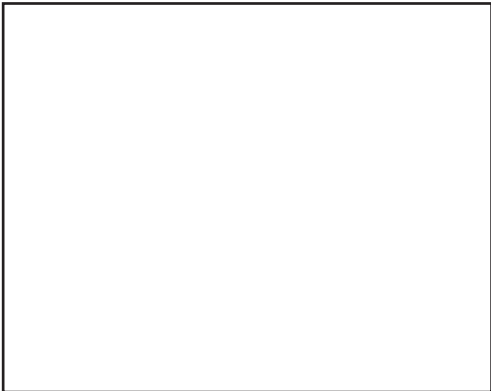
PMS	White
CMYK	0/0/0/0
RGB	255/255/255
Hex	ffffff

USES: Use as a background color or for text over a background color.

Good Color Combinations

Color Combinations

The brand colors have good color contrast and there are many color combination options.

✕ Avoid combinations with poor contrast

Similar Shades
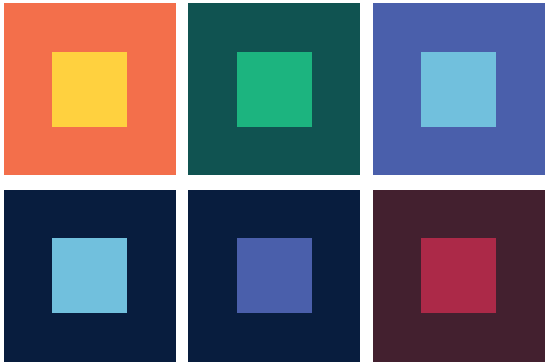
Color Accessibility

Here are some color combinations rated AA Large text (18.67 px bold, or 24 px regular font size).
Check additional combinations at: webaim.org/resources/contrastchecker

Using White

Hello. Hello.
Hello. Hello.
Hello. Hello.
Hello. Hello.
Hello. Hello.
Hello. Hello.

Using Dark Blue

Hello. Hello.
Hello. Hello.
Hello. Hello.
Hello. Hello.
Hello. Hello.

Proper contrast with primary colors

Hello. Hello.
Hello. Hello.
Hello. Hello.
Hello. Hello.

Not enough contrast

Hello. Hello.
Hello. Hello.
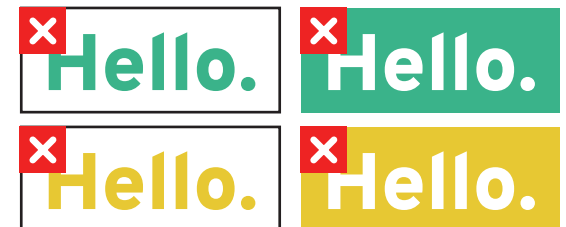
Photography

Photography is one of the most powerful elements in our design system. By carefully considering our photography, we are able to reinforce important brand attributes such as diversity, opportunity and inspiration. Staged correctly, every photograph we use will show our genuine commitment to Oregon agriculture.

To maximize brand impact, every photograph should authentically convey friendly and approachable qualities. The best photographs:

- Catch moments of emotion, surprise, enlightenment
- Pull you into the photo because the photo tells a story
- Are expressive, human, spirited

These principals should be considered when selecting a photo from the department's existing photo library, and when conducting new photo shoots or purchasing stock photography.

Photography

Guidelines

- Lifestyle photography should be emotional, spontaneous, real, memorable, relatable and authentic

- Camera angle, composition and depth of field should be carefully considered to add clarity and focus, energy and uniqueness to our photography

- Use real Oregonians and ODA staff instead of models, whenever possible

- Subjects should appear natural and unposed to appear genuine and authentic

- Foreground and background elements that are out of focus create focus on the primary people in the shot and add depth

- Natural lighting should be used whenever possible

- Show subjects in "action" poses

- Environments, indoors or outdoors, should depict clean, open and healthy spaces

Keep layouts simple.

- ✓ Strong, simple focus
- ✓ Visually pleasing
- ✓ Simple construction
- ✓ Easy and quick to understand
- ✓ Modern and clean

Geometric Elements

Building a layout is easy. The ODA graphics are based off of circles and rings to reinforce the O mark from the logo. Squares and rectangles visually balance the circle elements.

CIRCLE AND RING
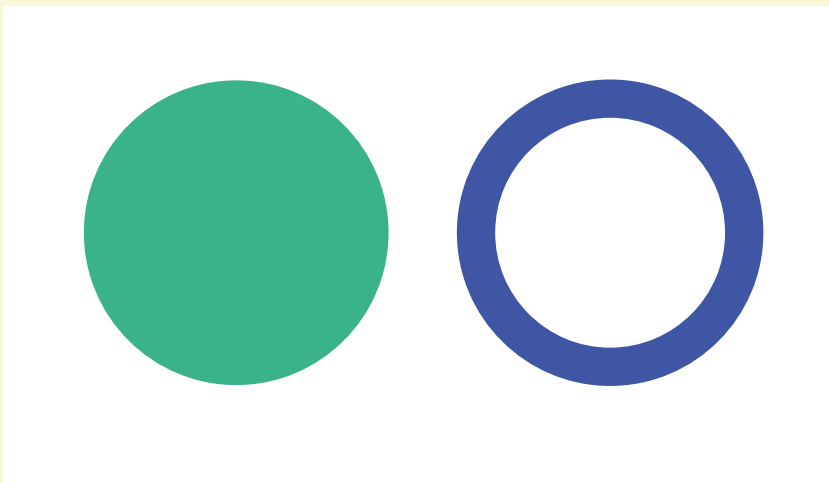
SQUARE AND RECTANGLE

Building with Geometric Elements

✔ Use 1-3 geometric elements per layout.

✔ Use 1-3 colors in your backgrounds and typography (white does not count as a color).

✔ For three geometric elements: include one circle or ring and one square or rectangle (not three circles or three squares).

2 GEOMETRIC ELEMENTS + 1 COLOR

OREGON DEPARTMENT OF AGRICULTURE

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as. At qui aut quatet quid et iur?

3 GEOMETRIC ELEMENTS + 2 COLORS

OREGON DEPARTMENT OF AGRICULTURE

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as. At qui aut quatet quid et iur?

2 GEOMETRIC ELEMENTS + 1 COLOR

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as

✔ Crop in on circles and rings.

3 GEOMETRIC ELEMENTS + 2 COLORS

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as

✔ **Advanced:** Use guidelines for photo placement found inside Rings in the brand elements folder. "ODA_Circles.ai" file contains a hidden layer with guidelines.

3 GEOMETRIC ELEMENTS + 2 COLORS

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as

2 GEOMETRIC ELEMENTS + 2 COLORS

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as

✔ **Advanced:** Use clipped images in combination with cropped ring.

Grid System

Use an even column grid system. 2, 4 or 8-columns depending on the size of your material.

The use of a grid will provide an underlying layout structure that ensures an organized and integrated appearance among all layout elements such as typography, imagery, photography, etc.

This grid system is very flexible while still providing underlying structure and unity.

OREGON DEPARTMENT OF AGRICULTURE

Omnis Enis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec cursus purus ut lorem vestibulum luctus. Nullam sed ultrices lacus. Nam aliquam, nunc eu tincidunt maximus, justo quam semper felis, sed fermentum enim lectus ac ex. Ut non urna sagittis, rhoncus diam a, convallis leo. Donec et lectus feugiat dui faucibus volutpat. Donec tincidunt sagittis lorem at cursus. Ut convallis tempus tellus, a lobortis libero. Nullam dolor sem, laoreet a hendrerit ac, scelerisque vel orci. Phasellus maximus interdum est, non viverra velit lobortis ut. Aenean et dictum erat. Sed accumsan lorem augue, et pellentesque nisi efficitur non. Etiam et velit arcu.

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2. Lorem ipsum dolor sit
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Printers margins or live area for standard marketing materials should be a minimum of .25".

Keep layouts simple. Ideally, just using one image.

When possible, limit column widths for large amounts of copy to under 100 characters per line. This will ease readability and tracking.

Consider including bleed on marketing materials (even if printed without bleed capability). Materials will look better when viewed onscreen. Live area should be a minimum of .5".

Circle Cropping

Use 1/4, 1/2 and full circles. Crop in as desired.

1/2 circle
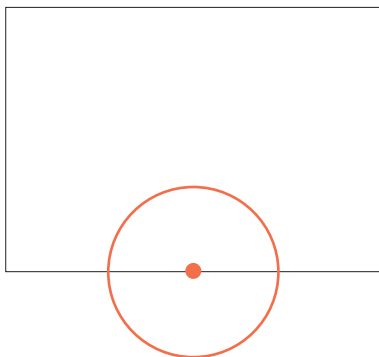
1/2 circle
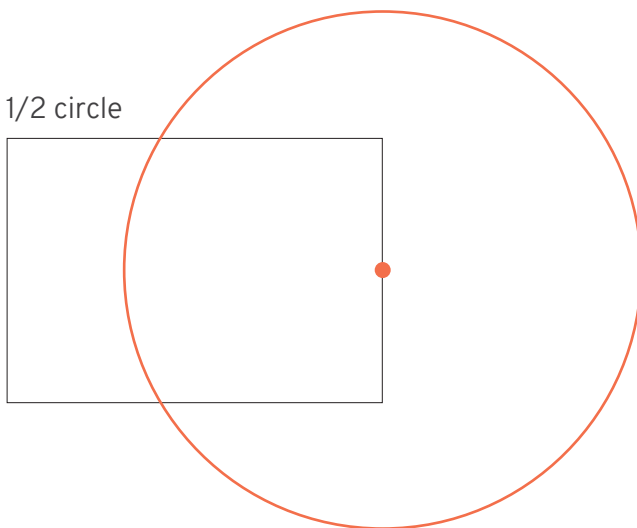
1/4 circle
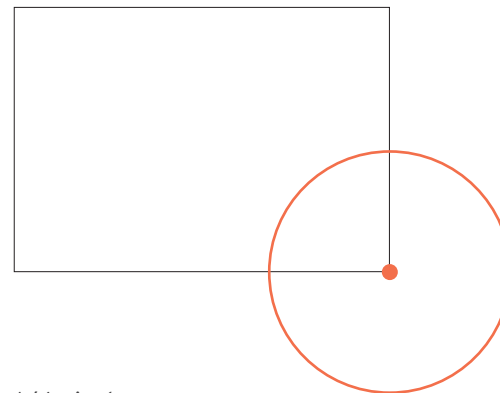
full circle
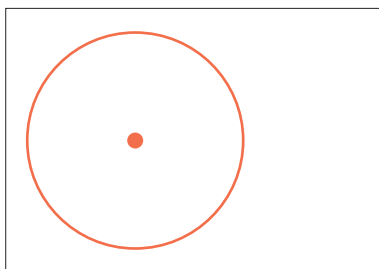
1/4 circle
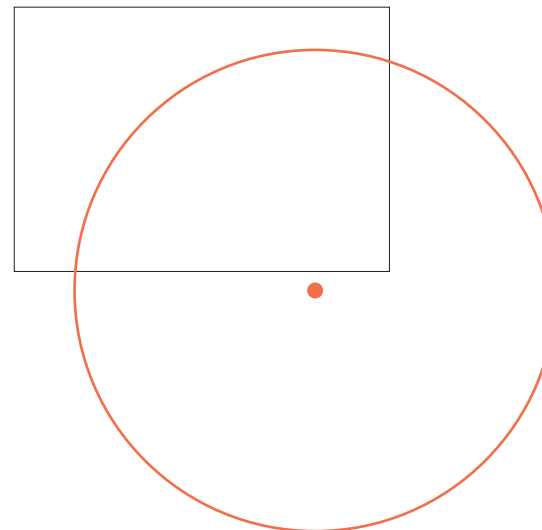
Rings

Crop in as desired. Balance with photography and other elements within layout.
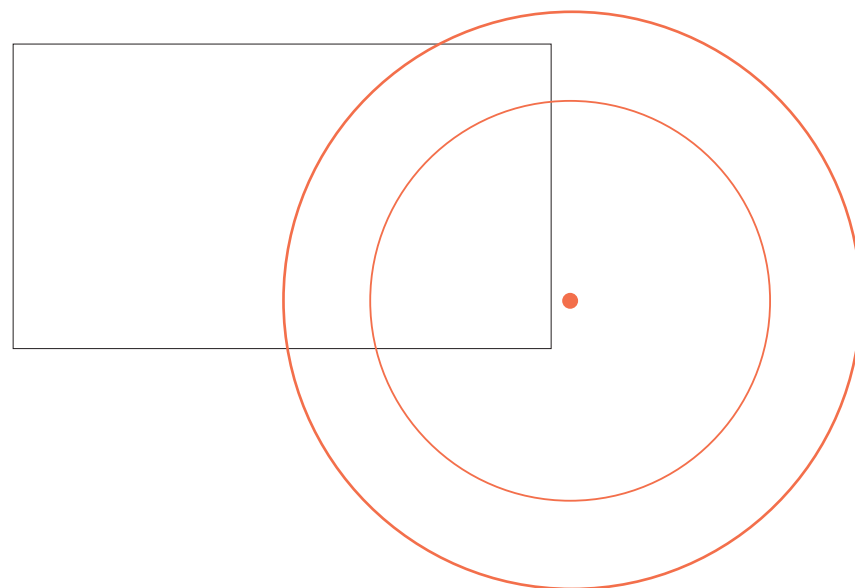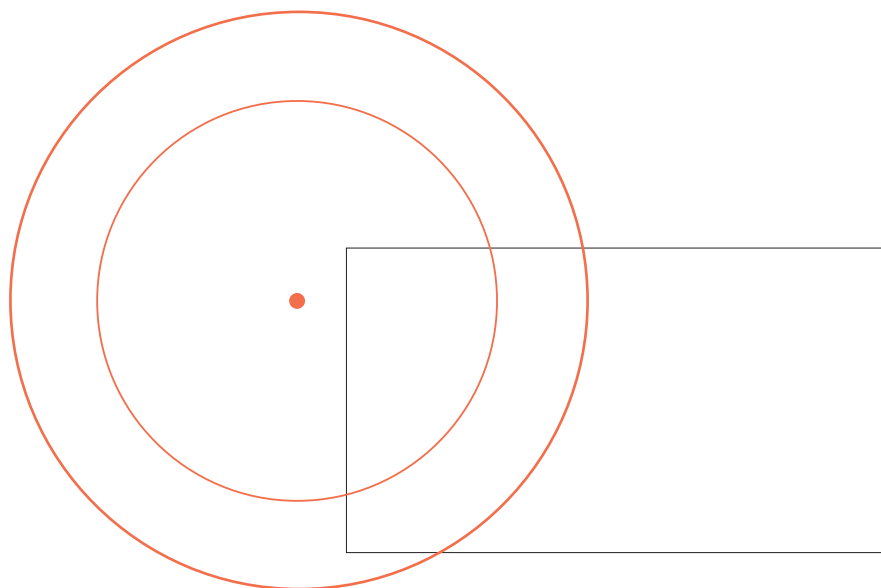
Photo inside ring

Placing Type in Circles

FULL CIRCLE, TEXT CENTERED

Lorem Ipsum Dolar

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun tinvel iliqui as. At qui aut quatet quid et iur?

HALF CIRCLE, TEXT CENTERED

Lorem Ipsum

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun.

QUARTER CIRCLE, TEXT LEFT ALIGNED

Lorem Ipsum

Ehenesto tatus, eosandanisi ommolora dolectaesse dis maiorun.
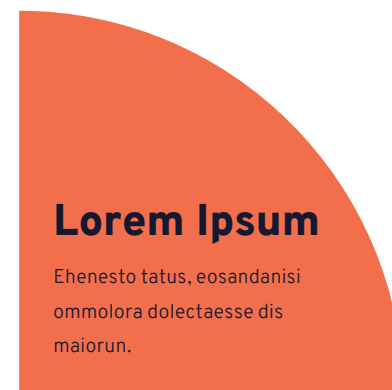
Illustration

In general, use photography instead of illustration and iconography.

Use the Gray brand color as a stroked element. As an accent element, overlay circles, squares and rectangles in brand colors at a 50% tint.
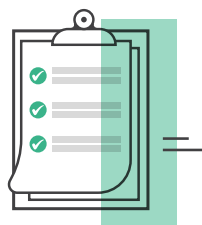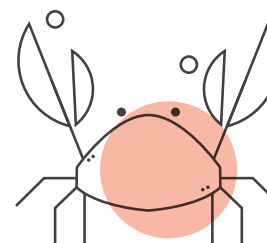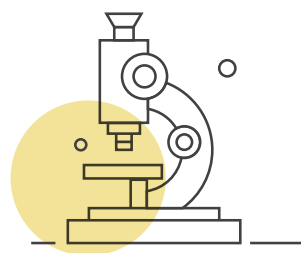
Pattern

This geometric pattern element can be used for special events or when the mood of the material is celebratory and fun.

This pattern is not to be used with traditional/formal communication pieces.
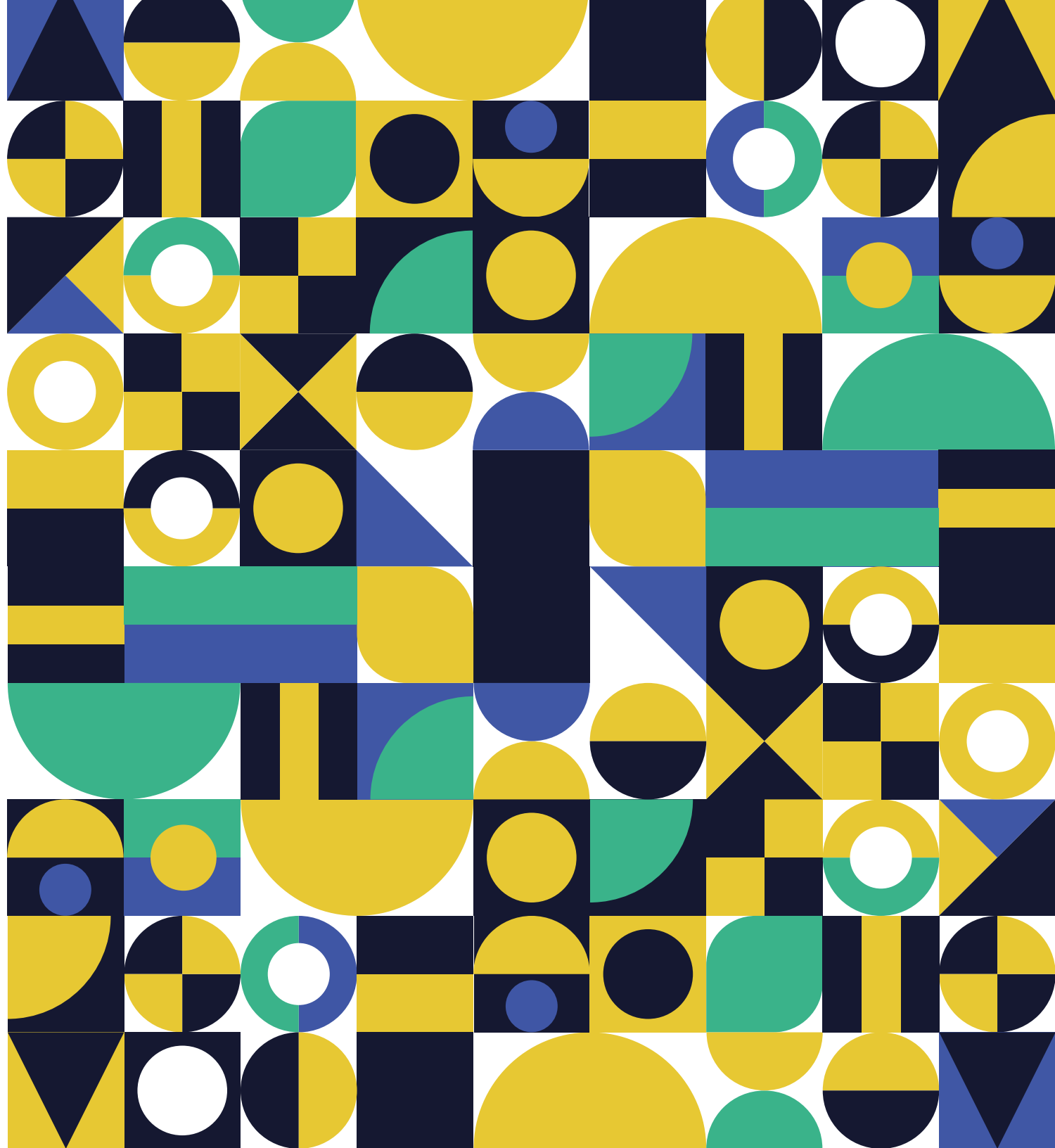
Photos + Pattern

This geometric pattern element can also be used around photography.

04

Applications

how it all
comes
together

Arial regular, 13 pt, Blue ——————— **Name Here, Title Here**

Arial bold, 11 pt, Blue ——————— **Oregon Department of Agriculture – Program Name**
Arial regular, 11 pt, Black ——————— 635 Capitol St NE, Salem, OR 97301-2532
xxx.xxx.xxxx | Oregon.gov/ODA | Pronouns she, her, hers

Name Here, Title Here

Oregon Department of Agriculture – Program Name
635 Capitol St NE, Salem, OR 97301-2532
Multiple phone number option ——————— PH: xxx.xxx.xxxx | CELL: xxx.xxx.xxxx | WEB: Oregon.gov/ODA
Pronouns he, him, his

* The set of third-person pronouns that an individual prefers that others use in order to identify that person's gender. Examples: "he, him, his", "she, her, hers", "they, them, theirs".

Letterhead

Use clear space guidelines.

OREGON DEPARTMENT OF AGRICULTURE

Protect. Promote. Prosper.

**Internal Service and
Consumer Protection Programs**

1207 NW Naito Pkwy, Suite 104
Portland, OR 97209-2832 USA
503.986.4767 | Oregon.gov/ODA

John Smith
000000 SW Alder Street
Portland, OR 00000-0000

Dear John,
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DEPARTMENT OF
AGRICULTURE

Name Here
*Position name with room
for two lines of information*

Program Name Here
1207 NW Naito Pkwy, Suite 104
Portland, OR 97209-2832 USA
Oregon.gov/ODA

Email address
PH: xxx.xxx.xxxx
CELL: xxx.xxx.xxxx
FAX: xxx.xxx.xxxx

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635 Capitol St NE
Salem, OR 97301-2532

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Salem, OR 97301-2532

Folder

Brochure

Be a Smart Shopper
PAY FOR THE WEIGHT OF THE PRODUCT, NOT THE CONTAINER

WHAT IS TARE?

Tare is the weight of packaging material. It's the weight of the plastic container used to package your deli items, the plastic tray holding your cut of meat or filet of fish, or the paper bag your bulk coffee beans are sold in.

When you purchase items by weight, the tare should be subtracted from the total weight. You should only pay for the weight of the product, not the container.

CAN THE WEIGHT OF THE PACKAGE REALLY MAKE A DIFFERENCE?

Yes. For example, an empty coffee bag might cost you 36 cents. It may not seem like a lot, but it's 36 cents more than you should have paid and this error adds up quickly.

DO STORES AND PACKERS HAVE TO PAY FOR THE CONTAINERS?

Yes. The cost of the container is part of the overhead costs they must consider when setting the price per pound of an item.

If a retailer does not subtract tare for an item, you are paying the *same price per pound for the packaging* as you're paying for the item—whether purchasing potato salad at $1.99 per pound or scallops at $19.99 per pound. The store does not pay that much for the packaging. If the tare weight is not subtracted when calculating the selling price, you are paying more than you should and each customer is paying a different amount for the same container.

HOW CAN I TELL IF A STORE IS TAKING TARE?

Many scales are capable of storing tare weights in their memory. These scales may show tare weight on their indicator, or will automatically set the scale to an amount equal to the tare weight.

For scales without such capabilities, the retailer should set the container on the scale and "zero" the scale before adding any product to the container and weighing the product.

At the checkstand, the checker should weigh one packaged bulk item at a time. The computer can look up the tare for one coffee bag and subtract it from the total weight. However, if two bags are on the scale, weight for only one bag would be subtracted.

If you don't see any sign that tare is being taken, feel free to ask the retailer "are you taking tare?" If they have forgotten, give them a chance to remedy their error. If they took the tare and you did not see it, give them a chance to explain how it was done.

Are you getting what you pay for at the store?

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AGRICULTURE

Brochure

Health Benefits of Oregon Blueberries

Blueberries help keep you healthy, fresh, active, fit, sharp – and in a good mood

Immune System	Blueberries are high in antioxidants that boost the body's own system.*
Vision	Blueberries delay age-related vision loss.
	Carotenoids and flavonoids are essential for healthy eyes.
Aging	The pigment responsible for the blue color of blueberries disease and aging.
Brain	Diets rich in blueberries improve learning capacity and
Heart	Blueberry juice dissolves "bad" cholesterol.
	Men with risk factors for heart disease experience imp
Cancer	Blueberries inhibit spread of cancer cells.
Digestion	Fiber in blueberries improves digestion.

*Health Magazine's "Guide to 50 Super Foods" lists blueberry as the top source of antioxidants.

BLUEBERRY

Pies, cakes, topp
salads, yogurt,
preserves, coo
milkshakes, b
pancakes, wa
many more!

LEARN MORE

There's much more to learn (and recipes,
too!) from: Oregon Blueberry Commission
oregonblueberry.com

QUALIT

Oregon
to mai
qualit

OREGON DEPARTMENT OF AGRICULTURE

OREGON DEPARTMENT OF AGRICULTURE

Introducing...
Oregon Blueberries

**Blueberries just may be Oregon's best loved
crop. Why? They're nutritious – and delicious!
They can be eaten fresh, baked into pies and
other desserts, frozen or dehydrated for year-
round use.**

Oregon blueberries are known for their quality
and freshness, flavor, sweetness and uniform
color. Picking the berries at the precise time
they reach their peak firmness is what makes
Oregon's blueberries taste so good. Choosing
the perfect time to harvest is the job of the
blueberry farmer. Most Oregon blueberries are
grown on family farms where the growers are
also the pickers, packers and shippers.

The pigment responsible for the
blue color of blueberries helps
counter disease and aging.

5 Facts About Oregon Blueberries

✔ They're blue – very blue! Perhaps it's their
color that makes Oregon blueberries delicious
and offers diverse health benefits.

✔ Blueberries can be kept fresh and easily
transported, frozen, dried or transformed
into juice, syrup or countless ingredients.
Blueberries can be eaten fresh from the bush
and are most often used naturally – without
extra water, sugars or preservatives.

✔ Oregon's blueberry harvest runs from June
through September. There are more than 20
varieties, each with a unique flavor, size and
harvest time.

✔ Oregon blueberries are grown by 300 small,
family-owned farms clustered around the
Willamette Valley.

✔ Blueberries are the fruits of perennial shrubs
related to cranberry, azalea, mountain laurel
and rhododendron – also abundant in Oregon.

Flyer

REQUIREMENTS (CONTINUED)

- Any enclosure constructed or acquired on or after January 1, 2012, must meet standards equivalent to the requirements for certification of enriched colony facility systems established in the October 2015 revised edition of the American Humane Association's (AHA) farm animal welfare certification program, with no enclosure providing less than 116.3 square inches of floor space per hen, including nest, and no enclosure providing less than 17.7 inches of height.

- All commercial egg-laying farms in Oregon that have caged egg-laying hens at any one location or in multiple locations must provide ODA with a "farm business plan"describing the manner by which they intend to comply with the conversion goals outlined in SB 805.

(partial column, text cut off)

- Any distributo... into or within... retail end-us... the eggs or... from hens... during the... must prov... ODA that... originate... enclosu...

- Any Ore... retail e... egg pr... other... and e... recei... the...

- As... co... in... p... o... t...

Caged Laying-Hen Administrative Rule

Studies have shown that decreasing enclosure space allowances for egg-laying hens below a certain range not only reduces the welfare of the hen, but also reduces egg production and increases mortality rates. Senate Bill (SB) 805 (Oregon Laws 2011, Chapter 436), which was signed into law on June 17, 2011, is intended to transition commercial egg farms in Oregon away from small battery cages to larger cages, and ultimately to enriched colony systems including cage free production systems. SB 805 directed the Oregon Department of Agriculture (ODA) to adopt rules regulating the manner in which commercial egg producers in Oregon shall confine egglaying hens in an enclosure. SB 805 also prohibits the sale (distribution) of eggs or egg products into or within Oregon unless the eggs came from hens that were in an enclosure (during the production of the egg) that complies with ODA rules.

WHO MUST COMPLY

- All commercial egg-laying farms in Oregon that have caged egg-laying hens at any one location or in multiple locations

- Any distributor of eggs or egg products into or within Oregon (other than the retail end-user of shell eggs) in which the eggs or egg products originated from hens confined in an enclosure during the production of the egg

- Any Oregon purchaser (other than the retail end-user of shell eggs) of eggs or egg products

REQUIREMENTS

Any owner or operator of a commercial egg-laying farm in Oregon that has caged egg-laying hens at any one location or in multiple locations may not confine an egg-laying hen in an enclosure that fails to comply with the following standards.

- Any enclosure constructed or otherwise acquired prior to December 31, 2003 must provide a minimum "house average" space allowance of 67 square inches of floor space per hen for white leghorns, and 76 square inches of floor space per hen for brown egg layers.

- Any enclosure constructed or otherwise acquired after December 31, 2003, but prior to January 1, 2012 must provide a minimum of 67 square inches of floor space per hen for white leghorns, and 76 square inches of floor space per hen for brown egg layers.

Internal Services and Consumer Protec...
1207 NW Naito Pkwy, Suite 1...
Portland, OR 97209-2832 USA
503.872.6600 | Oregon.gov/ODA

04/2020

Form

APA (2020)

Aerial Pesticide Applicator Application Form

OREGON DEPARTMENT OF AGRICULTURE

Pesticides Program
503.986.4635

Please Print Clearly. Incomplete applications will not be processed.

PERSONAL INFORMATION

Name (Last, First, Middle)

Mailing Address

City, State, Zip

Physical Address

City, State, Zip

Home Phone | Cell Phone

Email

EMPLOYER INFORMATION

Company Name

Operator License #

Address

City, State, Zip

Office Phone | Fax

Email

I agree under penalty of perjury that the information on this application and the requirements pertaining to this license are true and correct. I agree to comply with all laws and regulations pertaining to this license. I will notify the Oregon Department of Agriculture immediately should any information on this application change. License expires December 31.

_____ **By initialing,** I also attest that I hold a FAA Medical Certificat that is valid for the entire Oregon license period (Commercial Pilot Certificate holders only).

Signature	
Date (MM/DD/YY)	/ /
Social Security #	– –
Date of Birth (MM/DD/YY)	/ /

Check license type:
☐ New License
☐ Renewal (Oregon license #)
AG-L _____ APA
☐ Reciprocal
License #_____

Check application method(s):
☐ Fixed Wing
☐ Rotor
☐ Small Unmanned Aircraft Systems (sUAS) - under 55 lbs
☐ Unmanned Aircraft Systems - 55 lbs & over

In order to partially complete the requirements of this license you must:
☐ Have a valid Oregon Commercial, Public, or Private Applicator's license
☐ Attest below that you have a FAA medical certificate (if applicable)
☐ Provide a copy (front & back) of your FAA-issued airman's certificate.
☐ Pass the Oregon Aerial exam or equivalent

If a new or reciprocal license, you must provide one of the following:
☐ A signed letter or email attesting to the fact that you have at least 50 hours of experience aerially applying pesticides as a licensed applicator (please state what type of license you hold).
☐ A signed letter or email attesting to the fact that you have at least 50 hours of training experience on flights conducted for the purpose of carrying out, or training to carry out, spraying or otherwise applying pesticides by aircraft.

Please also provide:
☐ FAA-issued agricultural aircraft operator certificate

Total Due: $50

For Checks or Money Orders, mail to:	**For Credit Card Charges, complete below and mail or fax to:**
Oregon Dept of Agriculture PO Box 4395 Unit 17 Portland OR 97208-4395	Oregon Dept of Agriculture Secure Fax: 503.986.4746 635 Capitol St NE ***Visa, MasterCard & Discover*** Salem OR 97301-2532 ***Accepted***

Make checks payable to: **Oregon Department of Agriculture**. All dishonored checks or electronic payments will incur a $25 administrative fee per ORS 30.701. You must return this application to renew or delete your license.
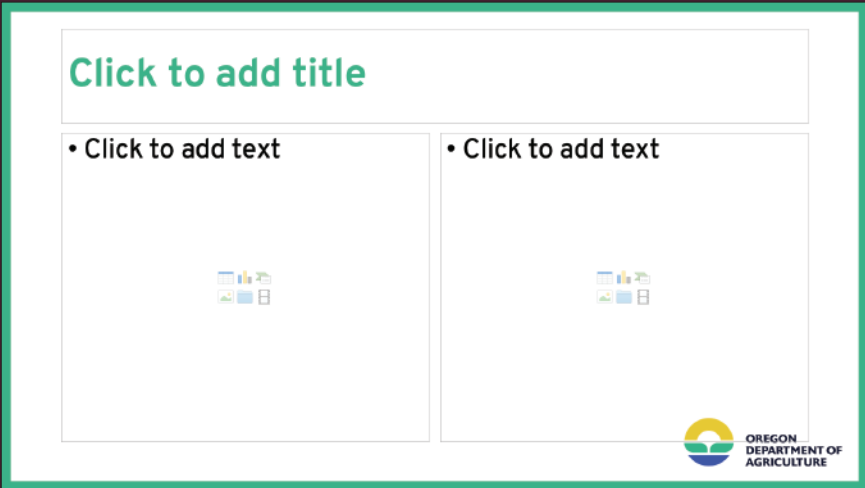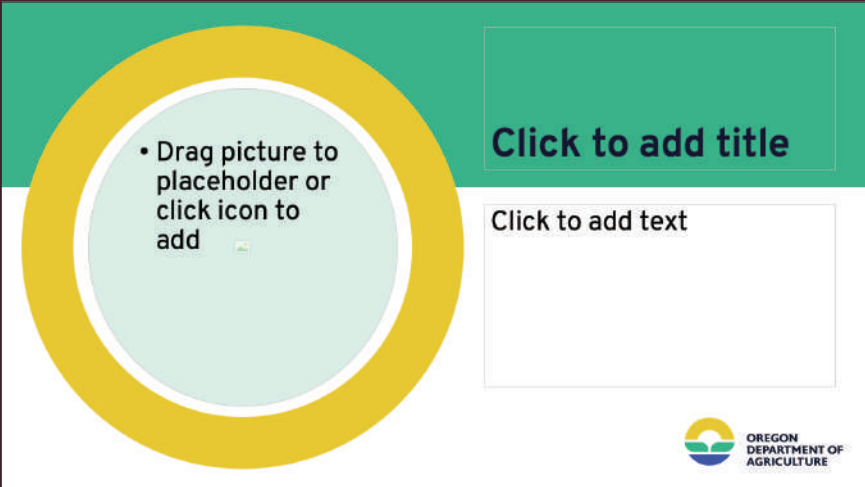
Name of Cardholder		Phone	
Address of Cardholder			
City		Zip	
Receipt available for credit card payments ONLY. Email or Fax #			
Signature			
Date (MM/DD/YY)	/ /	Total Charges	$
Card Number	/ / /	Expiration Date	/

Rev 11/2019

Tote Bag / Water Bottle

PowerPoint

This segment sponsored by:
**Tillamook Coast
Visitors Association**

Jennifer Bloeser
Oregon Coast Wasabi

**Willamette
Valley**

Oregon.gov/ODA

GovDelivery Templates
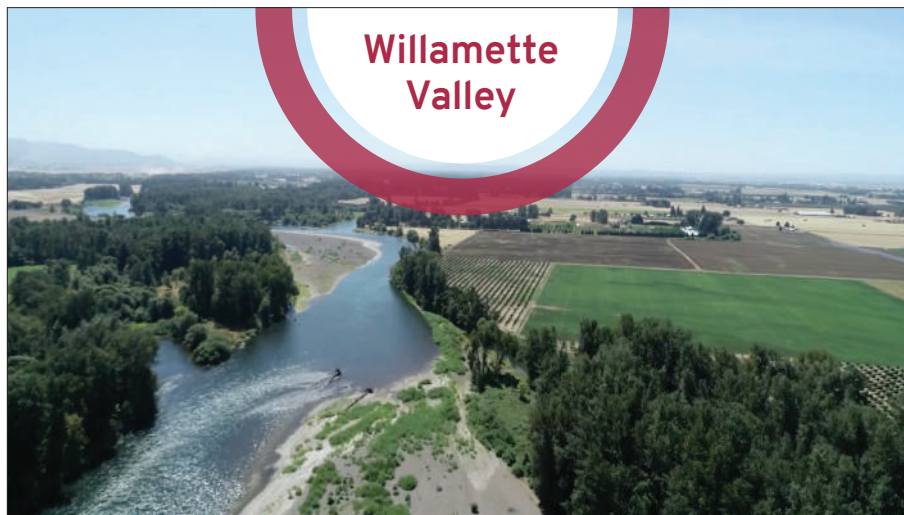
OREGON DEPARTMENT OF AGRICULTURE

General Announcement

Click to edit this placeholder text

Maximint volor saeribus con poreperem enia plant et apient atiosam quid ea aut mi, simperis magnihi lluptat ape sunt, que di si diciur aut alitatiori dolo vernatur, ullestio cum quo ipicid qui quiatquisqui blandi ditiis soluptas et, sum volores cipit, sit dolupis doles exerum anducii simint reiciunda sum incilicia volenis molecumet expe cusciisi sequas eribus quias voluptatibus dolor si optatur? Dolupit harisit a volecatur? Ni occus estia dolum, que venis vere prorro est, officab ima denis re si alisque nobis es qui tore officilitas digent la culparcim siminctiust, voluptio im apero mi, soluptatias ullit aut asperi que dollantem receria tquiati sim re res et la nationserro te id earitioreria con conem que sitiosapisci cum fuga. Ad mi, to volupta quibusam eicidun temporehenis et qui quisi doluptae nimolo dolest inveris essequi illandus aliquia nonse recus dolupta turepedi odiame asitat.

Image block

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Button, Soft CTA

Alert/Urgent Announcement

OREGON DEPARTMENT OF AGRICULTURE

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Button, Strong CTA

Eradicating the Japanese Beetle

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japanesebeetlepdx.info

Playful Announcement

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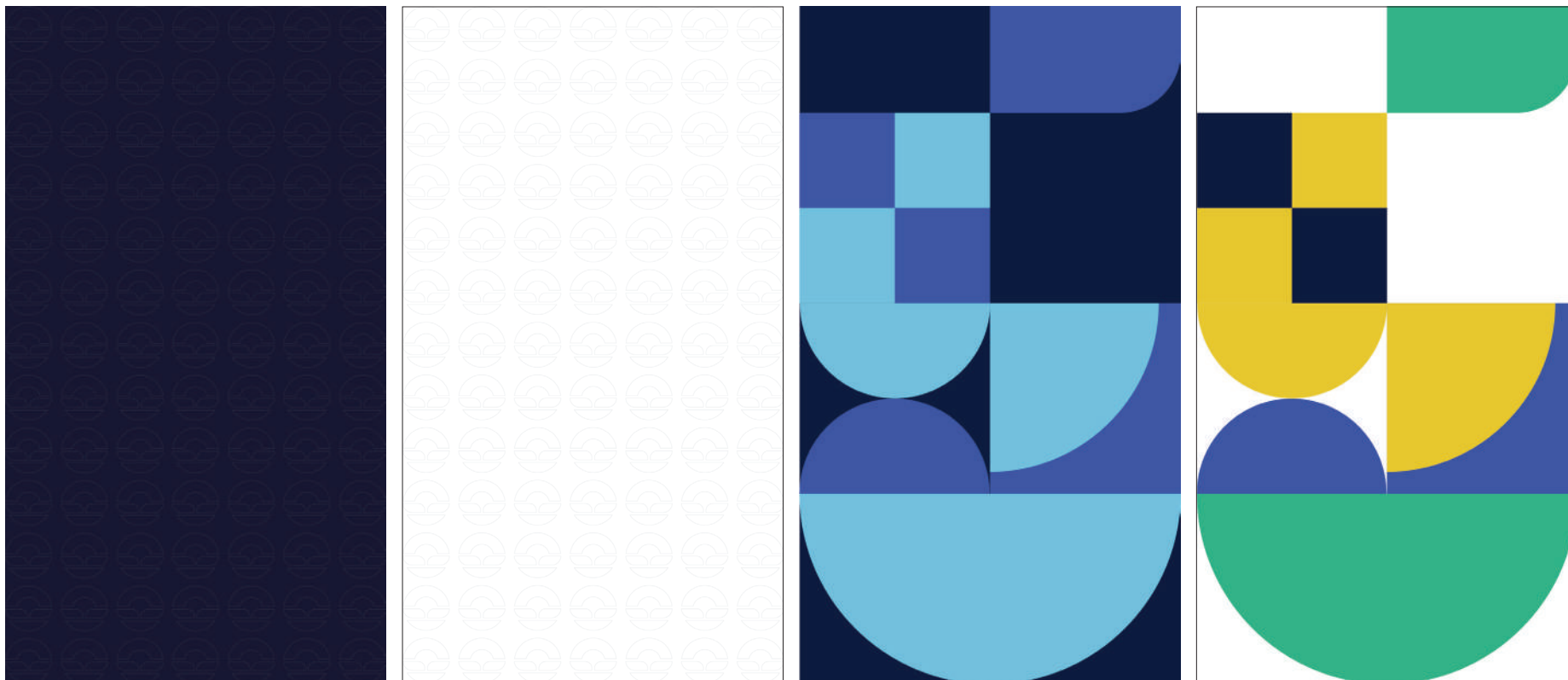
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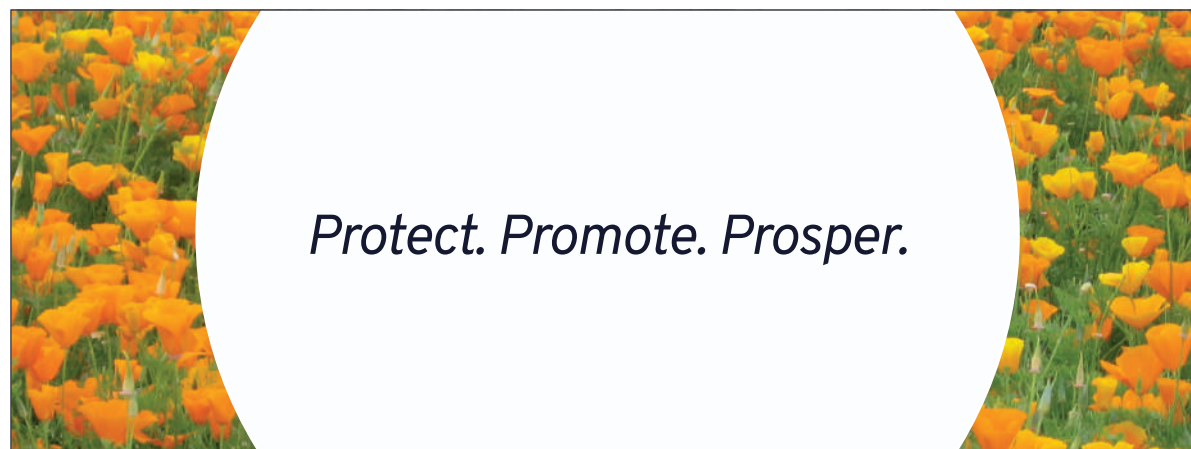
Button, Soft CTA
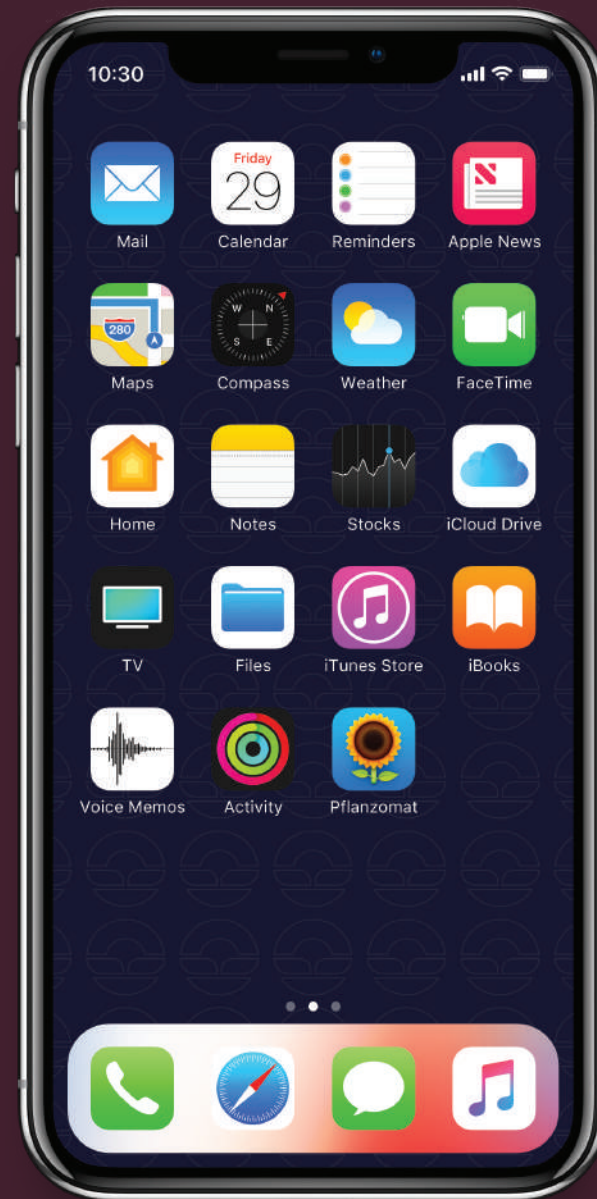
Phone Backgrounds

Social Media

Oregon Department
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Protect. Promote. Prosper.

COVER IMAGES

Apparel

Apparel

Refer to page 16 for apparel colors

The communications team at the Oregon Department of Agriculture is a resource to help you preserve the integrity of the visual design system and present ODA's brand in a clear, professional and credible manner. We can consult with you on the following:

- Define and develop appropriate communications materials for internal and external audiences

- Provide appropriate logos and templates

Contact:
Communications team
communications@oda.state.or.us

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